10/19/09 Meeting

In attendance: Steve, Matthew, Mike, Nat, Quentin, Dana, Sarah, Jonathan, Bill, Susan, Shannon

Dana updates everyone on a visit over the weekend by RADM Salerno, former CO of Coast Guard Marine Safety Office in Boston, and current Program Executive at the Coast Guard. He worked with the Mayflower II on their excursion. Also on the visit was \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Dana will thank Charlie Robertson for the connection with these guys.

Susan reports that she and Dana had lunch with Fred Hocker from the VASA museum. He thinks that we could claim that no historic ship has ever been used for modern research in the manner that we are proposing. This is a new level.

The VASA worked with the Kalmar Nyckel on a symposium about coming up with a process to determine what to research. It was a 2 day seminar with different disciplines. They set the stage for the project then turned the discussion over to the experts and asked experts what we could learn from the voyage. The most interesting ideas came up when different disciplines were put together and question each other.

\*We could do this in May after the CAMM/NASOH conference. We could get people together to brainstorm ideas for the voyage. Fred is happy to help.

Dana said that we are about to start collecting oral histories from Roger Hambidge, Eric Ronberg and others as we walk through the hold and talk about what we see of the construction of CWM before we take it apart.

Steve talks about the importance of getting \*\*budgets figured out so that Nat can figure out a fundraising plan.

At the ICMM there was the idea that we need to think much bigger. This is an opportunity that other museums haven’t had. We need to think bigger than film, video, print etc. How many resources can we commit to these big thoughts? We could bring this up in discussions with media experts.

Very few, but a few, have asked why are we doing this? How can we put the ship in danger?

Matthew emphasizes how good this will be for the Shipyard, to show that we are the premier preservation shipyard.

Quentin suggests reading Tall Ships Down by Dan Parrot, to get an idea of the dangers of program creep.

\*We need our talking points soon!

Shannon is going to the American Tall Ships Association annual meeting the first week in November. Any information that is ready to share with the public (and potential future crew members) would be appreciated by Oct 30.

Steve met with Alan Edenborough of the Sydney Heritage Fleet ([alan@edenboroughclark.com](mailto:alan@edenboroughclark.com)) who operates the JAMES CRAIG and had some logistical watch-outs for us.

We hope to get some NYC media relations name soon.

\*We need a critical path discussion. We need to know priority projects soon and their timeline and sequence so we can start working on fundraising timelines.

We have a case statement for the restoration. That was easy to write from the Museum perspective. The sailing case statement will be harder, but we need to do it.

Susan points out that we should talk about the sailing portion of the project as optional. It is not optional; we must do it for the project to be successful.

We need to define the scope of the project and what defines success. What is the impact of what we do with this project.

Dana brings up the idea of a Maritime Trail of New England. The John Smith Trail done by the Sultana is a good example. It would be a good idea way to work with NOAA and the Park Service. It could turn into a television show about American maritime heritage. It’s a good way to think big, get it out to the public, and get other large entities involved. The CWM Sailing Voyage could be the beginning of routing of the maritime heritage trail.

We discussed the difficulty with logistics on voyages like this. You must commit to a certain day in port, but you need to be careful with the weather. Sometimes vessels arrive in port in advance of the Big Day and they have to hide out for a few days, or go back out so they can come into port in a grand parade. We want to minimize moving the vessel. We will need to work this out with the ports.

Susan and Nat need to work together to come up with a Statement, and then present it to the group to finalize.

Deadline for this is the next meeting, scheduled for Nov 9.

We need different statements that have the same core but will that can be crafted to different audiences.

Marcy says that the Morgan Project is where we are putting finances. This includes restoration, sailing, program, endowment and overhead.

We should speak to Tim Runyan to find out who on the education side of NOAA should we approach for funding for CWM and for ROANN.

As we are finalizing building the budget, what else can get rolled into this?

Restoration of Kingston II?

Chubbs Wharf Improvement (some already in budget)

Permanent CWM exhibit

Endow the CWM exhibit in addition to funding her ongoing maintenance

Bill suggests that we set up hold backs in the budget for funding and timing. For example, what is the earliest and latest times to start X project on CWM. There should be controls on pay backs to pots we draw from to kick start this fundraising.

We will need to invest in merchandising. When does this happen? How do we decide?

We need a description for the Working Advisory Group and the Honorary Advisory Group to explain what we are asking them to be a park of.

Nat reports that we can get a license plate made. We need 400 people to agree to do it before they will commit to making one. We don’t know how exactly the finances work, but it is more about publicity for the project.

We still need a name for the campaign.

We need merchandising ideas. Need to have a meeting about merchandise and what to do with all that wood.

New names for the Working Advisory Group:

Fred Hocker – VASA

Celeste Bernardo – Park Service

Tim Runyan – NOAA

Honorary Advisory Group:

Roger Tilton – Film

Patrick Stewart – Actor

Sylvia Earle – Scientist

November 9th is our next meeting.